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*Golden  
West  
Gladiolus*

W. I. MASON

•  
1953  
CATALOG

•  
**UKIAH**  
CALIFORNIA  
P. O. Box 428

←  
**PACTOLUS**  
(See page 17)



## SIZE OF BULBS TO BUY

Large bulbs are  $1\frac{1}{4}$ " in diameter or larger. These give the best flowers. However, medium bulbs are  $\frac{3}{4}$ " to  $1\frac{1}{4}$ " and give very good flowers, much larger than you would expect. Your best buy is medium bulbs. I am not listing small bulbs this year. If you wish them the price is 50% that of large bulbs.

### *Kodachrome Slides*

Many of our varieties are included in the sets of 35 MM slides available for rent from Philip Corliss, Box 68M, Somerton, Arizona.

Send him 10c for his list of 100 Collections for Garden Club programs, etc.



**CORONA**  
(See page 9)

# Foreword

It is with pleasure that I am sending you my 1953 catalog.

I wish to thank all of you for your many wonderful letters and for the business sent my way.

During the past seven years I have shown my glads to over 7,000,000 people. At my first showing at Long Beach, Calif., I exhibited Bagdad and Vagabond Prince. These two smokies were the most popular glads there. When Flying Fortress, R. B., Tunias Mohamet, etc., were shown they literally "stole the show". Since then, I have added to my collection the brightest and oddest colors I can find the world over. As far as I know I am about the only grower who is doing that and almost entirely disregarding glad standards. For example: Spic and Span during the past two seasons has won over 300 blue ribbons and grand championships at major glad shows yet at the Los Angeles County Fair this year I exhibited good spikes, averaging 7-10 open florets, of this variety but only 4% of the people sending in orders, ordered it and it was priced at 2 bulbs for 35 cents. In contrast, Braga was ordered by 66% and Margaret Peters by 50% of those sending in orders. Yet Braga and Margaret Peters were both grown from medium bulbs, they didn't like the hot weather and only had from 1 to 4 florets open at a time. Neither of the above varieties won as much as 3 blue ribbons. Perhaps none. Why? Well, I have figured it out something like this: Suppose you could have your choice between two new cars, one a Ford or Chevrolet of your choice of colors or a new Cadillac, but the Cadillac had to be orchid color with green and yellow polka dots on it, and in order to have this car you couldn't repaint it. See what I mean.

My glads for the Los Angeles County Fair were of very poor quality this year due to the extreme hot weather at Ontario where they were grown. Almost every day for 8 weeks before the fair and during the fair the temperature got above 95 degrees and as high as 103 degrees.

Here is a list of glads that proved to be the most popular, according to the per centage of people ordering them. This was made up from orders just as they came from the Fair. At all times I had over 50 varieties in bloom.

The number following the name is the per centage of people ordering that variety.

1	Braga*	66%	13	Wild Tiger*	32%
2	Margaret Peters*	50	14	Abu Hassan	30
3	Indian Summer	48	15	Corona	30
4	Vagabond Prince	46	16	Noweta Rose	30
5	Oklahoma	44	17	R. B.*	30
6	Spotlight	44	18	Hi Finance	28
7	Merry Widow	42	19	Redowa	24
8	Zuni	40	20	Burma*	24
9	Carnival	40	21	Dusty Miller*	22
10	Voo Doo	40	22	Recado	22
11	Flying Fortress*	36	23	Ravel	20
12	Elizabeth the Queen	36	24	Orange Gold	20
	25	Mistaya		20%	

\*The quality of these were much below standard and they would have rated much higher if I had had some good ones to display.

No doubt Merry Widow and Noweta Rose would have rated higher had the price been cheaper.

Here are some more that would have been among the top 25 in popularity if I had been able to display them: Bolero, Boldface, Mid-America, Mighty Monarch, Mrs. R. G. Erry, Pactolus, Palette, Tunias Mohamet and Parthenia.

Twinkles rated highest with 18% among the miniatures.

Perhaps you will be inclined to say that all I exhibited was novelties. This is not the case. I had good spikes (considering the weather) of Bridal Orchid, Daisy Mae, Golden State, King Lear, Manchu, Phantom Beauty, Spic and Span, Sun Spot, Tivoli, White Goddess and others. In fact, the quality of the spikes from some of these were much better than those ordered, especially Sun Spot, Tivoli, Spic and Span and White Goddess.

My Catalog this year, with its 150 varieties, contains glads for those who want a bright garden, for those who want prize winning varieties and intend to compete for ribbons, and for those who want to sell to the public or florists.

Here is a list of a few of the ones most capable of bringing in the blue ribbons: Abu Hassan, Aureole, Black Opal, Bridal Orchid, Burma, Corona, Connecticut Yankee, Dieppe, Daisy Mae, Dusty Miller, Elizabeth the Queen, Gold, King David, Mid-America, Mighty Monarch, Mrs. R. G. Erry, Noweta Rose, Oklahoma, Phantom Beauty, Ravel, Spotlight, Spic and Span, Sun Spot, Sweet 16, Tivoli, Vagabond Prince and Voo Doo. Many of the other varieties win many blue ribbons and even grand championships.

For the best commercials see the wholesale list.

After adding about 30 new varieties this year it is a pleasure to offer you a selection of 150 of the world's most outstanding glads.

May 1953 bring you new thrills in your healthful pursuit of gardening.

W. I. MASON



# OPPORTUNITIES WITH GLADIOLUS

Is your local florist able to buy plenty of up-to-date flowers locally or does he have to have them shipped in? Do you live on a well traveled road where you could sell flowers roadside? Do you have a small plot of ground that you could put in glads for an additional income? If you have some ground and plenty of water you should be able to make some extra money. It takes a little investment, a little land and a lot of initiative to start out. If you haven't all three, forget the whole thing.

Here are the possibilities on a plot of ground 50 x 100 feet. For cut flowers number 3 bulbs work out best. You get good flowers and the bulbs grow to jumbo giving you an increase in value at both ends.

Make 24 rows 2 feet apart and 90 feet long. Plant your bulbs about 6 to the foot for commercial growing. This will require approximately 13,000 bulbs. At an average selling price of 75 cents a dozen you would have over \$750 return on cut flowers and your bulbs should increase in value over \$5 per 1,000 giving you over \$60 in value. You have to consider your time, spray, water and land value out of this, however. Also, you might not be able to sell all of the flowers if you get the wrong varieties or if you aren't on your toes. Don't start out with too expensive varieties. Don't get too many varieties for florist use. They like to have an even dozen of a kind. Roadside is different—the more varieties and the odder the colors the better.

For florist trade have about 35% white, 20% pink and salmon, 10% yellow, 15% red, 10% cream, 10% lavender. This is just a rough estimate. Some florists are different than others. A few like dark colors and smokies, but to start out omit these. Don't plant all at once as a florist doesn't like to have you start and then quit in a few weeks. When your glads first come out take a half dozen spikes to your florist and show him what you have. Don't wait until they are ready and go down because he might be all stocked up. Pick when they just one or two florets open.

## CULTURE DIRECTIONS

When thrips get on glads people blame the weather, the bulbs and even me. Thrip free bulbs don't mean thrip free glads. Thrips seem to be everywhere. When the weather warms up they come out, multiply by the thousands and start in on the glads. ALWAYS WHEN THE PLANTS MAKE GOOD GROWTH AND THEN THE BUDS DRY UP—IT IS THRIPS. Glads can stand temperatures up to 105 degrees if you give them lots of water.

Having thrips is just carelessness as a good spraying or dusting of 5% DDT every two weeks will take care of them.

## TIME TO PLANT

Early spring is best but any time after that up until about 90 days before you expect the first frost. Start planting when the buds start swelling on fruit trees. Make successive plantings every three weeks for continued blooms. In the south you can start planting early in February and continue until the first of August.

## PLANTING

We have found Natriphene a wonderful product for absolutely the best results. Dissolve 1 Natriphene tablet in 2½ gallons of water. Soak your bulbs for 48 hours to 2 weeks. The longer the better. Natriphene is an effective fungicide that absolutely kills bulb diseases on a 2 weeks soak. The bulb absorbs the solution and kills the disease from the inside out. We use it.

Natriphene tablets: 15 cents each, 2 for 25 cents with bulb order only. Fine for rose mildew and damping off. Send 10 cents extra for tablets alone.

Be sure to dip your bulbs. If you don't and they don't come up good, don't write to me about it.

After you dip your bulbs make holes or furrows approximately 4 inches deep. Plant from 2 to 6 inches apart. Make rows 24 to 30 inches apart.

Plant in full sun if possible. Glads do equally well in clay or sand.

Cultural directions continued on page 7

ORDER SHEET

# Golden West Gladiolus

P. O. Box 428

Ukiah, California

Date.....

Name—Mr., Mrs., Miss.....

Street or R.F.D. No.....

Post Office..... Zone..... State.....

Express Office..... Ship When?.....

	QUANTITY	SIZE	VARIETY NAME	RATE	AMOUNT
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
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19.					
20.					
21.					

CALIFORNIA CUSTOMERS PLEASE ADD 3% TAX

NOTE: Golden West Gladiolus will refund the purchase price on any order found unsatisfactory upon receipt, and promptly returned, but no guarantee of growth or results is given, as planting conditions are beyond our control.

TOTAL \$.....



# Cultural Directions – Continued

## FERTILIZER

WE DON'T USE ANY. If you insist on using fertilizer use it lightly as a side dressing after the glads get their third leaf and maybe again when the flower spikes start, but WE DON'T.

## ALKALINE SOIL

Glads prefer soil on the acid side. If your soil is alkaline use approximately 4 pounds of sulphur per 100 square feet of soil. Rake it in the top of the soil after planting. Do not spade it in. Keep it wet. Peat moss is a help.

## WATERING AND CULTIVATING

Water a lot. Glads like lots of water and good drainage. For sandy soil, water every three days (every day if it gets over 100 degrees hot)—real heavy soil every 10 days. Give a good soaking each time.

## CUTTING BLOOMS

When cutting your glads be sure to leave at least 4 leaves on the plant. Without the leaves a new bulb cannot be developed. You can pick your glads any time after the first floret is ready to open.

## DIGGING

You do not have to wait until the leaves get dry to dig. You can dig six weeks after they finish blooming.

## STORING BULBS

After your bulbs are dug let them dry for two to four weeks depending on the temperature. Do not dry in the sun if the temperature goes over 85 degrees. In about three weeks clean off the roots and the old bulb. Separate the bulblets. Dust with 5% DDT and store them where they will keep dry—the drier the better. Do not put them over 2½ inches deep in boxes though.

## BULBLETS

Plant bulblets about 25 to the foot and two inches deep. Plant early, give them lots of water. Many will bloom the first year. It's surprising. For good results soak bulblets two weeks in Natriphene.

## ORDERING BULBLETS

If you wish bulblets send 25 cents or more per variety and we will do our best to supply them. On most varieties we give too many to bother to count them. On more expensive varieties bulblets sell for approximately one-tenth the price of large bulbs. On cheaper varieties you might get over 50 for 25 cents.

## GARDEN CLUBS

Many garden clubs sweeten their treasury by buying bulbs from the wholesale list and re-selling them to club members at retail price and putting the profit in their treasury. Your garden club shouldn't let this opportunity pass. I have a soft spot in my heart for garden clubs because they do a great deal to keep their members up with the world. I just can't help giving garden clubs quite a bit of overcount.

## PLEASE READ BEFORE ORDERING

On retail orders of \$2.50 or more we pay the postage. On orders of less than \$2.50 please add 15 cents to help cover postage, etc. You can send \$1 with your order and the balance C.O.D. On these we put in extra bulbs because you pay the postage plus C.O.D. fee plus a money order fee. You will be ahead sending full remittance with your order.

We ship Christmas orders in December. We start shipping others in January or if you live where it gets cold we start shipping when danger of freezing is over.

Every year we run out of many varieties. The earlier you order the more likely you are apt to get every variety you order.

## SECOND CHOICE

It is advisable for you to make a few second choices just in case we are out of something. Whenever we substitute we give extra value. We want you to be satisfied. It is your garden that will put your neighbor on our mailing list.

## DAYS TO BLOOM

This is only approximate. Early planted glads take longer to bloom. Those marked VE bloom in less than 75 days usually. Those marked E from 75-80 days more or less, those marked M from 80-90 days and L is over 90 days unless planted very late in the season. Don't try to hit Aunt Minnie's birthday by the above timing. If the weather is cool there won't be a one in bloom by then; if it's hot they may all be about over. Make one planting 2 weeks ahead of when you should, one when you should and one 2 weeks after. Unless Aunt Minnie's birthday comes out of season for glads, then you can hit it.

# GENERAL GLADIOLUS LIST

**NOTE**—The number following the variety name is the North American Gladiolus Council's classification number to be used when you exhibit in glad shows so you can be sure to get your glad in the right class.

**ABU HASSAN** 378 (K & M, '47)—E—Velvety deep violet blue. Not a large glad but a favorite because of its rich color.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**ACE OF SPADES** 454—M—One of the blackest of all glads. A beautiful deep black red with a glistening sheen. 20 buds with 6 ruffled, wide open florets open at once. Much larger than Braga.

Large \$1.50; Medium \$1.00

**ARTIST**—Smoky lavender plum overlaid by a silvery sheen. You would have to see it to understand. 14% of those who ordered from the L.A. Co. Fair ordered this.

Large: 40c; 10 for \$3.00  
Medium: 25c; 10 for \$2.00

## APRIL

*Plant glads now for July and August blooms. Water your glads well. Go for a ride, the country is beautiful this time of the year . . . all decked out in its new robes of green.*

**ASTRID** 560 (Jack, '46)—E—A beautiful deep rose pink with a deeper feather in the throat. Nicely ruffled and opens 7 on a nice stem. This should make a good commercial.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**ATATURK**—M—A tall very deep maroon with velvety black glow. A must have for those who like dark glads.

Large: 25c; 10 for \$2.00  
Medium: 2 for 35c; 10 for \$1.25

**ATOM** 366 (Hedgecock)—E—A very popular scarlet miniature with a gold edge around each petal. Wonderful for bouquets, corsages, etc.

Large: 2 for 35c; 10 for \$1.25  
Medium: 2 for 25c; 10 for 90c

## AUGUST

*Give you glads lost of water now. Dust or spray with 5% DDT or Chlordane. Dig your glads that bloomed in June. Take a vacation, or go on a picnic.*

**AUREOLE** 410 (Pruitt, '48)—M—A very beautiful, highly ruffled medium yellow. Opens 6-7 well placed florets on a rather short spike.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**BETTY DUNCAN** 422—M—Here is a near orange with a creamy yellow throat. A very rich color. This is a very good cut flower and a fine commercial. Will open 7 florets on a stretchy flowerhead.

Large: 25c; 10 for \$2.00  
Medium: 2 for 35c; 10 for \$1.25

**BIRCH RED** 552 (Rich, '45)—M—A nice deep red with round florets. The only red that I have found that can take the heat. Opens 7 florets on a tall spike.

Large: 25c; 10 for \$2.00  
Medium: 2 for 35c; 10 for \$1.25

**BLACK OPAL** 354 (Erry, '36)—E—The best low priced black red. Mrs. R. G. Erry, Ataturk and Braga are better but more expensive. This is my last year to list this one.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**BLUE BEAUTY** 476 (Pfitzer, '36)—E—A nice medium blue violet. Opens 6 florets at once on a tall spike.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**BOLERO** 425—M—A beautiful corsage glad of copper toned lacinated florets. It has a deeper mahogany throat. Is very popular.

Large: 2 for 25c; 10 for 90c  
Medium 3 for 25c; 10 for 60c

**BONFIRE** 436 (Fischer, '50)—M—The most brilliant of all scarlets with a glossy sheen. Grows 5 feet tall and opens 8 florets at once. One of the best.

Large: 25c; 10 for \$2.00  
Medium: 2 for 35c; 10 for \$1.25

**BO PEEP** 240 (Butt, '48)—E—A miniature with intensely ruffled florets in the warm, buff tones. Very beautiful and fine for arrangements. Very dainty.

Large: 25c; 10 for \$2.00  
Medium: 2 for 35c; 10 for \$1.25

**BOLDFACE** 533—M—A tall deep salmon pink with a dark red feather on a white throat. Very attractive and quite spectacular. Opens 8 or more.

Large: 25c; 10 for \$2.00  
Medium: 2 for 35c; 10 for \$1.25

**BOISE BELLE** 343—L—A distinctive variety having a pink picotee edge around a yellow center. Opens 9-12 ruffled blossoms at one time.

Large: 50c; 10 for \$4.00  
Medium: 35c; 10 for \$2.75

**BRAGA** 354—M—The blackest glad I have ever grown. Not large but a good strong grower. The most popular glad at the L.A. Co. Fair. 66% of all fair customers ordered this.

Large: 25c; 10 for \$2.00  
Medium: 2 for 35c; 10 for \$1.35

**BOULOGNE** 462—M—A nice wine red with round well placed florets on a tall spike. The only one we list even near this color. Better than Fuchsia Belle.

Large: 2 for 35c; 10 for \$1.25  
Medium: 2 for 25c; 10 for 90c

**BRIDAL ORCHID** 562 (Carlson-Punner, '50)  
M—A very vigorous ruffled pastel lavender. Opens 10 six-inch florets on a 22 bud spike that will grow to over 5½ feet tall. A must have for your garden.

Large: \$1.00; 10 for \$7.50  
Medium: 75c; 10 for \$5.50

**BUCKEYE BRONZE** 490 (Wilson, '40)—M—  
Opens 5 ruffled reddish bronze florets on a thin wiry stem. A wonderful cut flower for the home. A favorite of most everyone including myself.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**BUTTERSCOTCH** 417 (Langworthy, '47)—L—  
Beautiful Indian yellow blending to orange with a hint of salmon pink. Has a deep orange red throat. Opens 8 florets on a 20 bud spike. A good commercial too.

**Large: 2 for 35c; 10 for \$1.35**  
**Medium: 2 for 25c; 10 for 90c**

**BURMA** 562 (Palmer, '43)—M—One of the most beautiful of all glads. A very ruffled deep wine-red that wins top honors at the shows. Opens 8 florets 5½ inches across on a not too tall spike.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**BUSHFIRE** 486—L—Dark smoky old rose overlaid with brick red and a large golden throat. Opens 7-8 very brilliant flowers.

**Large: 50c; 10 for \$4.00**  
**Medium: 35c; 10 for \$3.00**

**CALIFORNIA** 540—M—Another of Mr. Salbach's patented glads. A large geranium pink glad with a deeper throat. Stands heat well. Has been very popular.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**CARNIVAL** 437—M—A very bright ruffled and fluted scarlet with a clear, large white throat blotch. 40% of all orders from the L.A. Co. Fair contained this. Grows a little short.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**CHAMOUNY** 460 (Bearman, '38)—M—A bright rose with a silver lining. A medium shade of rose that opens 10 florets at once. A good commercial.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**CHERRY JAM** 443 (Zimmer, '43)—M—A rich ruffled cherry salmon with a large deep cherry splash in the throat. A sell out each year.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**CIRCE** 523—M—A massive plain petaled scarlet orange with small cream markings in the throat. Very showy.

**Large: 60c; 10 for \$5.00**  
**Medium: 40c; 10 for \$3.25**

**COLONIAL DAME** 467—E—A ruffled lavender that opens 10 or more at once with the rest of the buds showing color. Has a darker throat blotch.

**Large: 35c; 10 for \$2.50**  
**Medium: 25c; 10 for \$2.00**

**COL. W. C. ATKINSON**—A new glad that, I think, will make a fine commercial as well as an exhibition variety. It's a tall, deep lavender orchid variety that you can't help liking. The color is different.

**Large: 35c; 10 for \$2.75**  
**Medium: 25c; 10 for \$2.00**

## **COMMUNISM AND SOCIALISM MADE SIMPLE**

*Suppose we have a hard working high school student who studies overtime and make a grade of 95. The lazy worthless student makes a grade of only 55. The Socialist-minded teacher says, "That ain't fair," so he takes 20 points from the hard working student and gives them to the lazy student.*

*The incentive of the ambitious student is killed—the lazy student gets lazier and soon everybody has nothing. That is the way it is with government. If we keep taking from those who have and give to those who haven't, we will soon even up with nothing for anybody.*

**CONNECTICUT YANKEE** 441 (Schenetsky, '44)—M—One of the most beautiful of all the pink glads. A reddish pink with a soft, deep blotch. Opens 10 florets on a perfectly formal spike. Has won many grand championships.

**Large: 2 for 35c; 10 for \$1.35**  
**Medium: 2 for 25c; 10 for 90c**

**CORONA** 507 (Palmer, '40)—M—A beautiful cream with a rose pink picotee edge around each petal. Very popular as a commercial as well as an exhibition variety.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**COLUMBIA** 407—M—A clear creamy white with a rose border around each petal. Has much more uniform border than Corona. Also the bulbs are stronger.

**Large: \$2.00; Medium: \$1.50**

**CREAM ORCHIDS** 406—E—A very beautiful rich waxy cream. The florets are both ruffled and laciniated, making this glad still more outstanding. A very vigorous grower and wonderful for arrangements.

**Large: 90c; 10 for \$7.00**  
**Medium: 60c; 10 for \$4.75**

**CROWN JEWEL** 406—E—Crown Jewel is truly a sparkling beauty. Clear, rich, rose pink with a sparkling sheen and a deep cherry blotch in the throat. It opens 8 perfectly placed florets on a nice stem. You will love this glad.

**Large: 90c; Medium: 65c**

**CRUSADER** 301—E—A striking new white with a startling velvety purple throat. Truly an orchid throated glad. This is an outstanding introduction that you will want to add to your collection.

**Large: \$1.50; Medium: \$1.25**

**DAISY MAE** 521 (Ruble, '45)—M—A very tall formal orange salmon with a reddish throat. A very pleasing color combination. Makes fine exhibition spikes.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

## **DECEMBER**

*Check your bulbs in storage and be sure they are dry. Order some bulbs for a Christmas gift. Be extra good to your mother-in-law this season of the year. Notice how much better the children are.*

**DIEPPE 432** (Hassel, '45)—E—I like this best of all in the scarlet class. Has large, ruffled florets with a deeper velvety flame throat. Opens 8 florets at once on a tall spike. A fine commercial.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**DUSTY MILLER 486** (Elliot, '45)—M—A very good, dependable, old rose smoky. Has a red throat and cream penciling on the petals. If you like odd colors you will like Dusty Miller.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**ELIZABETH THE QUEEN 566** (White, '41)—M—This is one of the most beautiful of all glads regardless of color. It is a ruffled orchid purple with very large florets. Will grow tall if you water it a lot. A fine seed parent. A good commercial as well as exhibition glad.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**ELMERS ROSE 460**—M—A fine new heavily ruffled rose opening 7-8 florets of good substance. Color is a very rich rose. A vigorous grower.

Large: \$1.00; 10 for \$7.00  
Medium: 75c; 10 for \$6.00

**EVANGELINE 540** (Palmer, '48)—M—A tall, light rose pink with huge ruffled florets. One of the most vigorous, grows over 5½ feet tall and opens 10-12 six-inch florets at once. One of the very best new varieties. A must have. Will make a wonderful commercial cut flower when the price is down some. Was most beautiful basket at Grants Pass. Won't stand 100° heat, though.

Large: 50c; 10 for \$4.00  
Medium: 35c; 10 for \$2.50

## FEBRUARY

*Planting time in the warmer parts of the country. Order glads now for March planting and later. Stick close to the fireplace in the evening . . . it will feel good. Take your wife out some evening. Buy her a corsage.*

**FIREBRAND 452** (Butt, '44)—M—A flashing medium red with a faint yellow stripe on each petal. A tall, dependable glad and a fine cut flower.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**FLORENCE NIGHTINGALE 400**—M—One of the best ruffled whites. Was better than White Goddess at Sacramento and Grants Pass this year. A vigorous grower. A good commercial, too.

Large: 2 for 35c; 10 for \$1.35  
Medium: 2 for 25c; 10 for 90c

**FLYING FORTRESS 580**—M—One of the most popular glads that I have ever exhibited. Opens 8 huge 6-inch grey florets with red blotches in them. However, it often grows erratic and is not very dependable. Grows over 5 feet tall. If it grows well it will be the most popular glad in your garden.

Large: 2 for 35c; 10 for \$1.35  
Medium: 2 for 25c; 10 for 90c

**FOLKLORE 463** (Butt, '49)—E—A pure pink blending to deep orchid rose with a large creamy white center. Opens 7 florets at once. A good commercial.

Large: 50c; 10 for \$4.00  
Medium: 35c; 10 for \$2.75

**FRANS HALS**—Here is a glad from Holland that is different. Deep glowing red with purplish orange stripes and flames. Small creamy yellow blotch.

Large: 50c; 10 for \$4.00  
Medium: 35c; 10 for \$2.50

**FROSTY 583**—M—Here is a glad that I am sure you will want. A glistening salmon with a slight smoky line all around the edge of the petals and a fiery throat blotch. There is a hint of orange in the whole thing. Opens 8-10 florets at once.

Large: 50c; 10 for \$4.00  
Medium: 35c; 10 for \$2.75

**FRIENDSHIP 442** (Fischer, '49)—VE—A beautiful glad of pure pink with a waxy white throat. Florets are very ruffled and well placed, opening 8 on a nice spike. A good future commercial.

Large: 25c; 10 for \$1.90  
Medium: 2 for 35c; 10 for \$1.35

**GEN. EISENHOWER 542**—M—Opens 8-10 huge begonia rose blossoms, sometimes 7 inches across. A very popular variety. A strong glad named after a strong man.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**GINGER 422**—M—A well named glad. A deep orange blending into a yellowish throat with a deep fiery blotch. Very brilliant. A glad with personality.

Large: \$1.50; Medium: \$1.25

**GOLD 412**—E—This will probably prove to be the outstanding glad. Introduced in 1951. Sold at \$5.00 per bulb and created a sensation among the yellows. A very ruffled, deep yellow that will be outstanding as a commercial when prices come down a little. Very vigorous; a good cut flower, too.

Large: \$2.00; Medium: \$1.50

**GOLDEN STATE 412** (Wheeler, '42)—L—A tall, ruffled deep yellow. Will open 10 florets on a 21 bud spike. A good commercial as well as exhibition glad.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**GORGEOUS DEB 530**—M—A very ruffled rich salmon with a creamy yellow throat. Opens 8 six-inch florets at once. A must have for the home garden. The most ruffled glad listed.

Large: 75c; 10 for \$6.00  
Medium: 50c; 10 for \$4.50

**GREYBEARD 390**—M—A novelty indeed—sort of an oyster shell color overlaid by a sprinkling of fine reddish slate dots. Has very good form and stands heat well. If you want something that nobody else has, try this.

Large: 35c; 10 for \$2.50  
Medium: 25c; 10 for \$2.00

# IRIS

For several years I have planned on adding Iris to my Glads. I grow them as a hobby and I know of nothing that is easier to grow. Iris come in a wide variety of colors and types.

Iris come in many copper, bronze and brownish tones as well as red, pink, purple, blue, yellow and white; also in between colors and combinations.

Iris bloom away ahead of glads. Every home should have a beautiful Iris garden.

Here is an opportunity to get started in Iris with a good basic selection of the best Iris.

**10 for \$3.50, Postpaid**  
**All labeled—Catalog value of at least \$5.00.**

If you wish more than 10 send 30c each for additional varieties. These will all have a catalog value averaging over 50c each. State color preference.

## FANCIER'S COLLECTION

**10 for \$4.95, Postpaid**  
**All labeled—Catalog value at least \$7.50.**

If you wish more than 10 send 40c for each additional variety. State color preference.

Iris will be shipped during July and August. All Iris orders must be in by August 10th. All Iris orders sent in with a Glad order will receive one Iris extra—gratis.

→  
**GOLD**  
(See page 10)





**GREY SUMMIT** 486 (Butt, '50)—M—The truest grey that we have, blending to a lighter throat. It has a silvery sheen, opens 6 florets on a tall spike. Appeals to lovers of novelty colors.

Large: 35c; 10 for \$2.50  
Medium: 25c; 10 for \$2.00

**GREAT LAKES** 476 (Kuhn, '46)—M—The purest blue of any I list. A light blue that is quite healthy. It opens 6-7 florets at one time.

Large: 25c; 10 for \$1.90  
Medium: 2 for 35c; 10 for \$1.25

**GREEN LIGHT**—M—A ruffled chartreuse that is a big seller. The color is a bit washed out though. This glad is not a very good performer, though quite healthy. If you like a green glad try it.

Large: 2 for 25c; 10 for 90c  
Medium: 3 for 25c; 10 for 60c

**GWEN** 560—M—A glorified Chamouny, only a little lighter hue and large size. The only fragrant glad on our list. Opens 6-8 rose florets on a willow spike.

Large: 75c; Medium: 50c

Continued on page 14

## Our Big Special

Our Big Special was so popular last year that we are repeating it again this year.

Have a big glad garden. Have glads by the armload—for church, for your friends, even glads enough to sell. This mixture contains at least 40 top notch varieties, some selling for as much as 25c each in the catalog—no obsolete varieties. All top quality bulbs. If purchased separately they would come to over three times this amount.

All bulbs are over 1 inch in diameter. Shipped express—collect.

**500 Bulbs for \$16.00 — 1000 for \$29.00**

Contains varieties such as Burma, Phantom Beauty, Spotlight, Miss Wisconsin, Ravel, Spic & Span, Tivoli, etc. We will include some extra expensive bulbs separately labeled to a value of at least \$2.00.

You can plant 500 bulbs in a space 10'x18'. Put the rows 24' apart and plant the bulbs 2" apart in the row. Really enjoy your glads—have lots of them. Plant some every three weeks and prolong the blooming season.

## MIXTURES

Not Separately Labeled

Ruffled—Per doz.: Lg. \$1.25; Med. 90c  
Smokies—Per doz.: Lg. \$1.25; Med. 90c  
Blotched—Per doz.: Lg. \$1.25; Med. 90c  
General Mixture—Per doz.: Lg. \$1.00;  
Med. 75c

30 or more varieties—Per 50:

Lg. \$3.50; Med. \$2.50

40 or more varieties—Per 100:

Lg. \$6.50; Med. \$4.50

1 each of 50 varieties: Lg. \$3.95; Med. \$2.95

No Two the Same Color

←  
BURMA  
(See page 9)

→  
NOWETA ROSE  
(See page 16)







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*How to Establish  
and Operate  
a Successful  
Cut Flower  
Business*

The GREATEST BOOK ever published on this pleasant profitable business. Explains very satisfactorily cultural directions, the steps others have taken, to start and succeed, where to sell and instructions for hybridizing, so that you can create new varieties. Remember you can start in your own back yard, and produce two cash crops per year. Take your first step toward independence in a universal business, with an ever increasing demand.

Sent prepaid for only \$1.98

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## GLADIOLUS SEED

During the past season I have crossed many of the most outstanding glads, using lots of smokies and blotched varieties as parents. From these should come some very unusual seedlings.

For growing glad seeds make a bed of fine soil and plant the glad seeds about  $\frac{3}{4}$ " deep in rows about 6" apart. Put seed about  $\frac{1}{2}$ " apart. Water every day.

**Seeds: 25c per pkg. of about  
50 Seeds; 5 pkgs. for \$1.00**



**SPOTLIGHT**

(See page 18)



**HI FINANCE** 480 (Wilson, '40)—L—A vigorous smoky of orange rose with a purplish grey overcast blending to a cream throat. The petals are striped with grey. Much like Mother McCrea, but taller, growing to 5 feet or more, opening up 10 florets at once. A good cut flower. I don't care for; most people do.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**HOCUS POCUS** 313—VE—A miniature yellow with a very large red blotch. Very bright, blooms ahead of everything else.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**INDIAN SUMMER** 480—M—A tall smoky. Deep burnt orange touched with plum and has a smoky red throat. Makes a wonderful corsage. Opens 10 florets at once on a tall spike. Was third most popular glad at the Los Angeles Co. Fair this year.

**Large: 2 for 35c; 10 for \$1.35**  
**Medium: 2 for 25c; 10 for 90c**

#### **JANUARY**

*If you live where it is real warm, start planting glads. Order more bulbs for later planting. Go to the dentist and have him check your teeth. Read the Book of James in the Bible. There is a world of good in it.*

#### **JULY**

*Spray now for thrips; they are bad this time of the year. Take your vacation any time. Plant glads for October bloom. Keep cool.*

#### **JUNE**

*Plant glads for September bloom. Spray or dust with 5% DDT or Chlordane for thrips. Send a friend glad bulbs for a wedding present. Plant some late corn.*

**KING LEAR** 570 (Palmer, '38)—A tall ruffled deep purple opening 6 nice florets on a wiry stem. The best low priced purple.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**KING DAVID** 570—M—This is a glorified King Lear—larger and more vigorous.

**Large: \$2.00; Medium: \$1.50**

**KING OF HEARTS** 541—M—Here is one of Mr. Salbach's patented varieties. It is a very large coral salmon opening 7 or more florets on a tall spike.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**LADRONE** 433 (Palmer, '47)—M—A tall deep salmon with a cream throat. A very lively flower for your garden. Very vigorous.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**LADYKILLER** 221—M—Here is a miniature that has more color in its little florets than most glads have in a 6-inch flower. It is an orange tone with bright round red throat blotches. Very worthwhile.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**LITTLE GOLD** 212 (Fischer, '49)—M—A beautiful rich, deep yellow miniature. Makes nicely ruffled florets that open 6 on graceful, wiry stems. A wonderful arrangement glad as it is a good keeper.

**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.35**

**LITTLE SWEETHEART** 240 (Fischer, '48)—M—A very ruffled, dainty, pure pink miniature with a waxy white throat. The beautiful small florets are wonderful for arrangements.

**Large: 25c; 10 for \$1.90**  
**Medium: 2 for 35c; 10 for \$1.25**

**LAVENDER & GOLD** 366—VE—This is a beautiful dainty lavender with a gold throat. Almost a miniature. Wonderful for arrangements.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**MABLE VIOLET**—Another unusual Holland variety. Pure purple with white stripes in the petals.

**Large: 50c; 10 for \$4.00**  
**Medium: 35c; 10 for \$2.50**

**MANCHU** 513 (B. Palmer, '45)—M—A glad of oriental color. Bright yellow fused to pink with a red throat. A tall grower and a good cut flower. For people who like them bright.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 35c; 10 for 90c**

**MARGARET BEATON** 401 (Towmey, '37)—M—A very tall white with a red throat. Opens 7 florets at once. An old favorite.

**Large: 2 for 25c 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**MAXA** 530—M—Tall buff pink shading to light salmon with a rose throat on cream. Opens 5-6 seven-inch blooms on a long flowerhead. I like this very much.

**Large: 35c; 10 for \$2.75**  
**Medium: 25c; 10 for \$2.00**

**MARGARET PETERS** 301—E—Here is the glad that was second most popular at the Los Angeles Co. Fair. It is a small glad though not a miniature. It is white with huge maroon blotches surrounded by an edge of chartreuse green. One of the brightest glads in the garden.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**MAGNET** 560—E—A huge, tall lavender rose with a frosty sheen. A beautiful pastel that is a favorite with those who see it. One of the tallest.

**Large: 90c; 10 for \$7.00**  
**Medium: 70c; 10 for \$5.50**

#### **MARCH**

*Time to plant glads for July blooms. Order bulbs for later plantings. Send some to friends for a wedding anniversary. Spend more time with the Bible and your children. "Remember, "A family who plays together and prays together, stays together."*

**HEART OF GOLD 401—VE**—Here is a glad altogether different from any other I list. It is snowy white with big yellow splashes on the lower petals. The florets are not crowded on the stems either. One of the first to bloom.

**Large: 50c; 10 for \$4.00**  
**Medium: 35c; 10 for \$2.80**

**HEART'S DESIRE 540 (Fredler, '48)—E**—A very beautiful ruffled lacy light pink. A vigorous grower opening 8 large, heavy textured florets at one time. One of the best pinks.

**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**

**MARGUERITE 533 (Pommert, '39)—M**—A tall watermelon pink with a cream throat. Opens 6 ruffled six-inch florets at once.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**MAURIE TREVAN 454 (Both, '46)—E**—A velvety black red. Makes nice spikes from small bulbs. Opens 7 round florets on a long flower head. Has many winnings to its credit.

**Large: 35c; 10 for \$2.50**  
**Medium: 25c; 10 for \$2.00**

#### MAY

*Plant glads now for August blooms. Take a ride through the country and enjoy yourself. Get your maps out and look over travel folders, it will soon be that time. Happy people are those who are busy, who love nature, who do things for others and who have harmony in their homes. Try and be happy, you will enjoy it.*

**MERRY WIDOW** — A very striking glad. A deep, brilliant shade between purple, mauve and lavender with a large, creamy white blotch on the lower petals. One you will need for your garden.

**Large: 45c; 10 for \$3.25**  
**Medium: 35c; 10 for \$2.50**

**MID-AMERICA 550 (Knierin, '47)—M**—A true giant glad. Opens 10 giant florets at once with the lower ones often measuring over 7 inches across. Spike often reaching 6 feet tall with 26 buds. Too big for a commercial. Now that the price is down everyone should grow this one.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**MIGHTY MONARCH 552 (Butt, '46) — M** — Mighty Monarch is one of the most beautiful of all red glads. It is much deeper in color than Mid-America and almost as large. Opens 10 florets six-inches across on a 5½ foot spike with 24 buds. Keeps well when cut. Try this if you like red. One of my favorites.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**MISS CHICAGO 560 (Buchert, '50)—One** of the most beautiful rose glads in existence. Opens up to 10 six-inch ruffled florets with cream throats. Has won many prizes. I like it very much.

**Large: 85c; 10 for \$7.50**  
**Medium: 60c; 10 for \$4.50**

**MISS WISCONSIN 460 (Krueger, '43)—A** wonderful medium rose. A beautiful color and a wonderful commercial. Opens 6 florets of good texture, at one time. Always dependable.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**MISTAYA 586—M**—A huge tall gray lavender. Flowers often 7 inches across. Very vigorous. Not a commercial.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**MOTHER FISCHER 400—M**—A tall, beautifully ruffled white that won Grand Championship spike at Grants Pass show after being hauled 480 miles. Grows 5½ feet tall, opens 10 or more florets at once.

**Large: 90c; 10 for \$7.50**  
**Medium: 60c; 10 for \$4.75**

**MRS. R. G. ERRY 544 (Erry, '48)—E**—A wonderful black red. Grows almost 6 feet tall, opens 8 ruffled florets on a 22 bud flower-head. Has lots of show winnings to its credit. I like this the best of the black reds.

**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**

**NORDIC QUEEN 540—M**—Nordic Queen is a ruffled pastel of sheer beauty, of soft glowing flesh pink, blending to a creamy yellow throat. Very tall and vigorous, opening 6 or more perfectly placed florets of large size on each spike. If you like delicate colors you must have Nordic Queen.

**Large: \$1.50; Medium: \$1.25**

**NOWETA ROSE 560 (Fischer, '50)—An** outstanding tall vigorous medium lavender rose opening up to 12 giant florets on a spike over 5 feet tall with 22 buds. Has won lots of prizes for a glad so new. Your neighbors will like it too.

**Large: 75c; 10 for \$6.00**  
**Medium: 60c; 10 for \$4.50**

#### NOVEMBER

*Time to check your bulbs in storage. Keep them dry, real dry. With the long evenings it would be a good time to count your many blessings. Have you ever thought about tracing your family tree as a hobby. It's lots of fun. Going back to the time of Columbus you probably have over 60,000 ancestors. Go on back to the time of Nero. You'll have more ancestors than there were people on the earth at that time. Maybe we are related. If Nero hadn't been so wicked there would probably be a few more millions on earth today.*

**NOCTURNE 354—M**—A medium sized ebon hued rose-red—almost a black purple. Florets seemed bathed with a black silk sheen. Gorgeously ruffled. Wonderful for arrangements.

**Large: 50c; 10 for \$4.00**  
**Medium: 35c; 10 for \$2.75**

**OKLAHOMA 386 — M** — A beautifully ruffled gray with a blend of rose red towards the throat. Very popular, rated fifth at the Los Angeles Co. Fair this year. Personally, I don't care much for it, but in general you the public think it is wonderful. Grows rather short with 3½-inch florets.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

## OCTOBER

*For me it is bulb harvesting time and time to write another catalog. It's quite a surprise to plant a medium size bulb and dig a jumbo 3 inches across with 200 or more bulblets on it. This happens oftener than you would think. Let your bulbs dry a couple of weeks. Clean them and then dust them with 5% DDT. Store them where they will keep dry. The bishop of our ward was driving with one of the elders. He said, "Let's pick up that hobo and preach a little gospel to him." So they stopped. The hobo said, "Only two types of people ever pick me up, they are either reformers or religious fanatics, which are you?" It was a very quiet trip.*

**ORANGE GOLD** 422 (Marshall, '45) — L — A very vigorous, tall, healthy orange. I believe this is the most popular of all orange glads. Color is deep orange. A good commercial.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**ORCHID GIANT** — Light silver white violet with lilac coloring on lower petals and small creamy yellow throat lines.

**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**

**OREGON ROSE** 560 (Mitch) — A huge medium rose opening up to ten 5½-inch florets on a tall spike. Very vigorous.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**ORIENTAL PEARL** 506 (Carlson, '46) — The florets of Oriental Pearl are the largest of any glad listed, often measuring 7½ inches across. Opens up to 7 florets on a tall spike. Too large for commercial use. Grow it and surprise yourself.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**PACTOLUS** 417 (K & M, '47) — E — An apricot yellow with a large bright orange-red blotch in the throat. Very early, about a week ahead of other early glads. Very good for the early cut flower market. A very beautiful glad. One of the brightest.

**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

**PALETTE** — A new glad from Holland that is distinctive. A new striking color combination that you will want to try. A ruffled bright vermilion red with a bright, sharp, contrasting clear medium violet throat. It's different.

**Large: 50c; 10 for \$4.00**  
**Medium: 35c; 10 for \$2.75**

**PARTHENIA** 566 (Hitchcock, '49) — M — A giant deep mauve lavender. Opens up to 8 ruffled florets on a very tall spike. It's a different color from any others I list. Florets 6 inches across.

**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**

**PERSIAN RUG** 486 — M — A showy and unusual novelty. A dark rose plum with a cream throat blotch. Opens up to eight florets on an average spike.

**Large: \$1.25; Medium: \$1.00**

**PHANTOM BEAUTY** 440 (Bastian, '47) — M — A tall light pastel pink that will open as many as 15 florets at once on a 22-bud spike. A wonderful cut flower variety. Now that the price is down this should be in every garden.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**POLYNESIA** 430 — This glad was Grand Champion spike of the Sacramento show. An almost pure salmon with a hint of orange in the background. Opens up to 12 perfectly placed florets on a straight spike. A wonderful cut flower. Has won many blue ribbons to date. If you want some blue ribbon winners, try this one.

**Large: 35c; 10 for \$2.50**  
**Medium: 25c; 10 for \$2.00**

**RAVEL** 477 (K & M, '47) — A violet blue with a garnet throat. Very popular. A vigorous grower opening up to 8 five-inch florets at once. Keeps well.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**R.B.** 590 (Upton, '40) — L — Another favorite of almost everyone. A huge rusty bronze opening 5 ruffled 6-inch florets on a nice spike. A very lively color. In big demand.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**REBUS** 486 — M — A distinctive orchid smoky shaded buff. It's different.

**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**

**RECADO** 486 — M — A sort of blue grey with a plum colored throat. Grows well. Was very popular at the fair. It seems like any glad that can't be described is popular. I wonder why?

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**RED CHARM** 452 (Butt, '39) — The standard red commercial of today. Opens 8 large medium red florets on a tall 20 bud spike. A fine cut flower. Vigorous.

**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

**REDOWA** 522 (Butt, '48) — An all around improvement over Red Charm. Opens 8 five-inch florets on a nice spike. Will make a wonderful commercial.

**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**

**RED WING** 436 (Wright, '48) — M — A very ruffled scarlet red that makes fine exhibition spikes. Opens 10 florets on a 22-bud spike. Also will make a fine commercial.

**Large: 35c; 10 for \$2.50**  
**Medium: 25c; 10 for \$2.00**

- ROSA VAN LIMA 440**—VE—A very early and beautiful clear rose pink commercial. Very nice in your garden, too. An old standby.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**
- REGAL RED 536** (Fischer, '49)—We list lots of reds but they are all different. Regal Red opens 6 large 6-inch round deep florets on a 5-foot spike. It has a silvery sheen over the whole flower. A robust grower.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- ROSE CHARM 360** (Fischer, '48)—VE—A small ruffled rose with mid-ribs of cream. A wonderful glad for arrangements and table bouquets. It is extra beautiful.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 2 for 25c; 10 for 90c**
- SALMON'S GLORY 507**—VE—An immense light cream with a scarlet blotch. Has won many prizes and is a robust grower.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- SEPTEMBER**  
*This is the month when approximately a million people see my glads at the Los Angeles County Fair. Dig the bulbs of your glads that bloomed in June. Get the kids started off to school. Water all of your trees. Take your wife out to dinner.*
- SHERWOOD 470** (Pruitt, '48)—M—The brightest, most beautiful medium purple I have ever seen. Opens 1 large ruffled florets on a nice spike.  
**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**
- SIR GALAHAD**—I believe this to be the best of Mr. Salbach's patented varieties. A beautiful light yellow with red spears in the throat. Opens 6 or more wide open florets at once. Is a very good cut flower.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- SOUTH SEAS 491**—Tall deep orange gray with light slate background and a deep orange and yellow blotch. A unique smoky. Strong grower.  
**Large: 35c; 10 for \$2.50**  
**Medium: 25c; 10 for \$2.00**
- SPARKS 507** (Glass, '47)—L—Ivory yellow with orange scarlet blotches on lower petals. Very bright and cheery. Opens 7 triangular florets on a tall spike. If you like them bright this is one for you.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- SPINDRIFT 400**—M—A wonderful fancier's glad. Opens 7-8 beautifully ruffled creamy white florets on a robust plant. Has a good show record.  
**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 3 for \$1.25**
- SPOTLIGHT 413** (Palmer, '44)—M—A very vigorous, tall, heavy textured yellow with a small red throat. Opens 6 florets on a 19-bud spike. One of the best keeping glads we have. A fine commercial. Small bulbs all bloom 100%.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 65c**
- STARLET 200** (Bearman, '44)—VE—A beautiful, ruffled, informal, pure white miniature. Very dainty. Makes beautiful corsages and is fine for arrangements.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 65c**
- SPIC & SPAN 432** (Carlson, '46)—The best salmon glad I have ever grown. Always straight, opens 12 florets on a 20-bud spike. A wonderful cut flower and good keeper. A fine commercial. The top prize winner of the nation for 3 years in succession. Small bulbs will all bloom.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- STRAWBERRY PEACH 533** (Salbach, '44)—A nicely ruffled peach colored glad with strawberry fused in. Very beautiful and a wonderful cut flower. Should make a good commercial. One of my favorites.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- STORMY WEATHER 480** (Barrett, '47)—M—A beautiful smoky like a rosy sunset in a stormy sky. Has a cream throat. Extra tall grower opening 9 well placed florets of good texture. One of the best smokies.  
**Large: 40c; 10 for \$3.00**  
**Medium: 25c; 10 for \$2.00**
- STORM KING 584** (Erry)—A very large, attractive plum colored smoky. For 25c you can find out what color of plums.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 65c**
- STRALIA 416** (Both)—M—One of the most beautiful buff glads. A heavily ruffled pastel peach-buff. Opens 7 nicely placed florets on a tall spike. Very good.  
**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**
- SULTARA 483**—M—Smoky salmon rose with a large smoky blotch. It looks better than it sounds.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- SUN SPOT 417** (Roberts, '45)—M—One of the top show winners. Opens 10 large ruffled florets of apricot buff and orange, on a very tall, straight spike. A fine commercial. Makes nice blooms from small bulbs. Another of my favorites.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- SWEET SIXTEEN 440** (Fischer, '51)—E—I believe Sweet Sixteen will prove to be one of the very best, pure pink glads we have. It is a sport of Beauty's Blush. One of the most formal of all glads, opening 9 perfectly placed florets on a 20-bud spike. Stands heat well.  
**Large: 75c; 10 for \$6.00**  
**Medium: 50c; 10 for \$4.50**
- THE RAJAH 570**—M—A new purple that has outstanding color value. A richer and more striking glad than King Lear. A tall, strong grower.  
**Large: 90c; 10 for \$7.00**  
**Medium: 60c; 10 for \$4.25**
- THE ROAN 590**—M—A very robust glad of deep rosy red covered with fine silvery lines, giving it a unique and distinctive appearance. From a distance it appears to be light red. Has very lavish ruffling.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**

- TIVOLI 416** (K. & M., '47)—L—A huge tall soft pink with a lighter throat. Opens 8 florets of good placement on a long flower head. A fine commercial.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**
- THEMESONG 570** (Klein)—A ruffled mellow purple with a cyclamen blotch. An unusual color combination but beautiful. Opens 7 florets on a nice spike.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 65c**
- TOPFLIGHT 560** (La Salle, '46)—M—Another glad to be placed in the most beautiful class. A soft, blushing rose with a lighter throat. Opens 8 florets on a tall, slender stem.  
**Large: 40c; 10 for \$3.00**  
**Medium: 25c; 10 for \$2.00**
- TUNIAS ELITE 590**—M—Huge blooms, often 7 inches across. A bronzy orange edged with smoky orange and a fiery orange red throat mark. Very vigorous.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- TUNIAS MOHAMET 568**—M—A rich smoky velvety plum rose tinged with orange scarlet in the throat. Very popular when shown 3 years ago. A slow propagator and stock is scarce.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- TWINKLES 232** (Butt, '48)—VE—A beautiful miniature yellow and orange with crimped and needlepoint florets. A wonderful corsage glad. Very bright.  
**Large: 50c; 10 for \$4.00**  
**Medium: 35c; 10 for \$2.50**
- UHU 482** (K. & M., '46)—E—Striking and unusual. Bright, soft throat merging through smoky lilac to soft madder red edges with heavy purple lilac flecks. Another good smoky.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- UNCLE TOM 590**—M—Deep purplish and brownish maroon. Different from the other dark reds. Tall, strong grower.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 3 for 25c; 10 for 90c**
- VAGABOND PRINCE 390**—M—Still one of the most popular glads in existence, second most popular in 1951 and fourth most popular in 1952 at the Los Angeles Co. Fair. The color is very deep garnet brown with a flashing orange scarlet throat blotch. A tall grower.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**
- VELVET DREAM**—Another Holland variety. A velvety, brownish purple with a white margin on the petals.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- VELVET MANTLE 454** (Fischer, '49)—M—A vigorous dark velvet maroon opening 9 florets on a tall spike. Its ruffled florets stand heat well.  
**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**
- VENIDA 460** (Milo, '47)—M—A very clear bright rose lavender with a glistening white throat. Opens 8 beautifully arranged florets on a tall spike. A good cut flower. Very nice.  
**Large: 35c; 10 for \$2.75**  
**Medium: 25c; 10 for \$2.00**
- VOODOO 486** (Kadel, '44)—E—A nice bronze-old rose smoky with brown veining. Opens up to 8 wavy needle point florets at once. Another favorite smoky.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- WEDGWOOD 366** (Fischer, '47)—Another small glad that makes exquisite bouquets, arrangements and corsages. A very ruffled light blue lavender with a clear creamy white throat. It's very popular. Makes nice spikes from small bulbs.  
**Large: 2 for 35c; 10 for \$1.25**  
**Medium: 2 for 25c; 10 for 90c**
- WILD TIGER 486**—E—A sort of reddish smoky that has deep slate stripes running from the petal edges towards the center. However, under some conditions the stripes do not come out. Even then, it is a nice glad but not spectacular.  
**Large: 35c; 10 for \$2.50**  
**Medium: 25c; 10 for \$2.00**
- WINSTON CHURCHILL 452**—M—Here we have a hot weather glad. This one stood 103° temperature with 5 florets open and not one burned. It was absolutely straight and had perfect placement. This tall glad is blood red, blending to deep scarlet in the throat. One of the best from Holland.  
**Large: 50c; 10 for \$4.00**  
**Medium: 35c; 10 for \$2.50**
- WHITE CHALLENGE 501** (Arnett, '47)—An immense white of very good texture with a soft, rosy spot in the throat. White Challenge is very beautiful and has won lots of prizes. Opens 8 six-inch florets at once.  
**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**
- WHITE GODDESS 500** (Roberts, '48)—M—A very tall, beautiful, ruffled white. I like this the best of any white I have ever grown. Opens up to 9 five-inch florets on a 5-foot spike. Attachment and texture are both good. Keeps well and will be a wonderful commercial when the price is cheaper.  
**Large: 25c; 10 for \$2.00**  
**Medium: 2 for 35c; 10 for \$1.25**
- WHITE GOLD 506** (Scheer, '41)—E—This is perhaps the most vigorous and healthiest of all glads. Opens five 6½-inch florets on a tall spike, heavy stem of 16 to 18 buds. Color is a rich creamy yellow that is deeper in the throat.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**
- ZUNI 480** (Mitch)—An old smoky that is still quite popular. As the trend of today is toward smokies I will conclude my list of varieties with this one. Opens up to 10 large ruffled blooms of salmon and deep slate blending to an orange feather in the throat. Quite tall. A rugged grower.  
**Large: 2 for 25c; 10 for 90c**  
**Medium: 3 for 25c; 10 for 60c**

# WHOLESALE LIST

MINIMUM ORDER FROM THIS LIST \$10.00

Prices per 100. Not less than 25 of one variety and size at the 100 rate. 1,000 at 8 times 100 rate, not less than 250 of one size and variety at 1,000 rate. 10% discount on orders of \$100 or more; 20% discount on orders of \$250 or more.

A-B-C-D indicates varieties that are in demand at roadside stands—"A" being more popular than "B", etc. "D" is in less demand and you should plant less of them.

1-2-3-4—"1" indicates a top notch florist variety; "2" a little less in demand; "4" still in demand, but you should grow less of them.

	Variety	Size			
		1	2	3	4
A-3	ABU HASSAN .....	\$ 5.00	\$ 4.25	\$ 3.50	\$ 2.75
B-2	ASTRID .....	6.00	5.00	4.00	3.00
A	ATATURK .....	15.00	13.00	11.00	10.00
B-3	AUREOLE .....	6.00	5.00	4.00	3.00
A-2	BIRCH RED .....	10.00	8.00	6.50	5.00
B	BLACK OPAL .....	5.00	4.25	3.50	2.75
B-3	BLUE BEAUTY .....	5.00	4.25	3.50	2.75
B-2	BOULOGNE .....	6.00	5.00	4.00	3.00
B-1	BRIDAL ORCHID .....	40.00	35.00	30.00	25.00
A-3	BOLERO .....	6.00	5.00	4.00	3.00
A-2	BURMA .....	5.00	4.25	3.50	2.75
B-2	CALIFORNIA .....	10.00	8.00	6.50	5.00
A-2	CARNIVAL .....	10.00	8.00	6.50	5.00
B-2	CHAMOUNY .....	5.00	4.25	3.50	2.75
B-3	CHERRY JAM .....	5.00	4.25	3.50	2.75
B-2	COL. ATKINSON .....	12.00	10.00	8.00	6.00
B-3	COLONIAL DAME .....	18.00	15.00	12.00	9.00
B-2	CORONA .....	5.00	4.25	3.50	2.75
B-2	CONNECTICUT YANKEE .....	8.00	7.00	6.00	5.00
B-2	CIRCE .....	30.00	25.00	20.00	16.00
C-3	DAISY MAE .....	5.00	4.25	3.50	2.75
B-2	DIEPPE .....	5.00	4.25	3.50	2.75
A	DUSTY MILLER .....	5.00	4.25	3.50	2.75
A-1	ELIZABETH THE QUEEN.....	5.00	4.25	3.50	2.75
B-2	EVANGELINE .....	15.00	12.00	10.00	8.00
C-1	FLORENCE NIGHTINGALE .....	8.00	7.00	6.00	5.00
B-2	FRIENDSHIP .....	10.00	8.00	6.50	5.00
B-2	GENERAL EISENHOWER .....	5.00	4.25	3.50	2.75
B-2	GOLDEN STATE .....	5.00	4.25	3.50	2.75
B-4	GREYBEARD .....	22.00	20.00	17.50	15.00
B-3	GREAT LAKES .....	7.00	6.00	5.00	4.00
B-3	GREEN LIGHT .....	5.00	4.25	3.50	2.75
A-4	HI FINANCE .....	5.00	4.25	3.50	2.75

# WHOLESALE LIST

Variety		Sizes			
		1	2	3	4
A-4	KING LEAR .....	5.00	4.25	3.50	2.75
B-2	KING OF HEARTS.....	10.00	8.00	6.50	5.00
B-3	MANCHU .....	6.50	5.00	4.00	3.00
B-3	MARGARET BEATON .....	5.00	4.25	3.50	2.75
B-3	MARGUERITE .....	5.00	4.25	3.50	2.75
A	MID-AMERICA .....	8.00	6.50	5.00	4.00
A	MIGHTY MONARCH .....	8.00	6.50	5.00	4.00
C-2	MISS WISCONSIN .....	5.00	4.25	3.50	2.75
A-4	MRS. R. G. ERRY.....	12.00	10.00	8.00	6.50
A-1	NOWETA ROSE .....	40.00	32.00	26.00	22.00
A-1	ORANGE GOLD .....	5.00	4.25	3.50	2.75
B	ORIENTAL PEARL .....	5.00	4.25	3.50	2.75
B-2	PACTOLUS .....	7.00	6.00	5.00	4.00
A-3	PARTHENIA .....	10.00	8.00	6.50	5.00
B-1	PHANTOM BEAUTY .....	5.00	4.25	3.50	2.75
A-4	RAVEL .....	5.00	4.25	3.50	2.75
B-1	RED CHARM .....	5.00	4.25	3.50	2.75
A-1	REDOWA .....	8.00	7.00	6.00	5.00
C-2	ROSA VAN LIMA .....	5.00	4.25	3.50	2.75
B-2	RED WING .....	12.00	10.00	8.00	6.50
A-2	SIR GALAHAD.....	10.00	8.00	6.50	5.00
B-1	SPIC & SPAN .....	6.00	5.00	4.00	3.00
A-1	SPOTLIGHT .....	5.00	4.25	3.50	2.75
B-2	STRAWBERRY PEACH .....	7.00	6.00	5.00	4.00
B-2	SUN SPOT .....	7.00	6.00	5.00	4.00
B-1	TIVOLI .....	5.00	4.25	3.50	2.75
B-3	THEMESONG .....	5.00	4.25	3.50	2.75
A-2	TOPFLIGHT .....	18.00	15.00	12.00	10.00
A	UHU .....	5.00	4.25	3.50	2.75
A-2	WHITE CHALLENGE .....	8.00	7.00	6.00	5.00
A-1	WHITE GODDESS .....	10.00	8.00	6.50	5.00
B-3	WHITE GOLD .....	5.00	4.25	3.50	2.75
A-4	ZUNI .....	5.00	4.25	3.50	2.75
	MIXED—20 VARIETIES .....	4.50	3.75	3.00	2.50

PRICES F.O.B. UKIAH, CALIFORNIA

SIZES: No. 1, 1½ in. Diameter and up; No. 2, 1¼-1½ in.; No. 3, 1-1¼ in.; No. 4, ¾-1 in.

## WHOLESALE

We recommend size number 3 bulb which is 1 to 1¼ inches in diameter for cut flowers. This size costs less with less shipping expense, makes very satisfactory flowers and will give you a number 1 or jumbo bulb to either sell or plant next season. However, number 1 bulbs will bloom two to three weeks earlier so they are recommended for your first planting to start your blooming season earlier.

# GOURD SEED

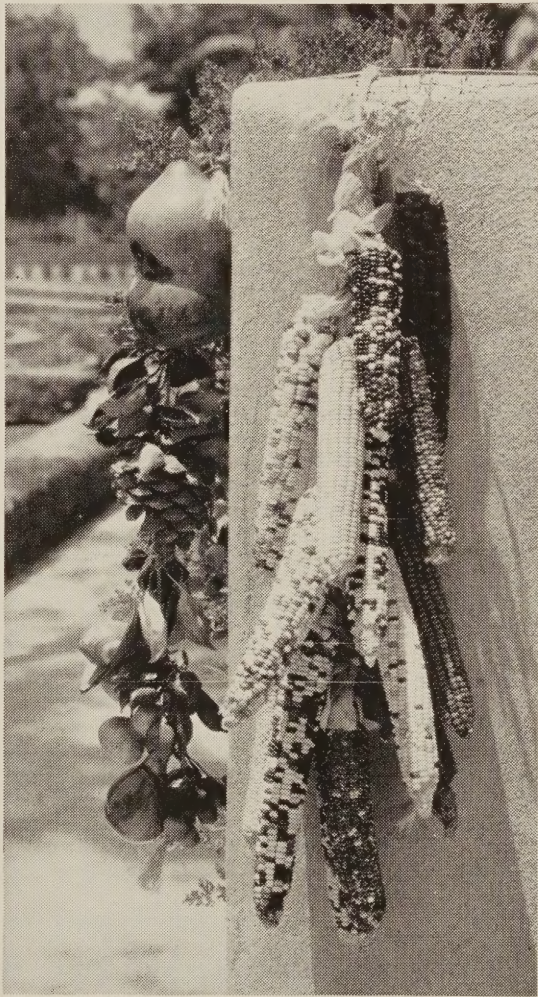
I like to grow most everything. I grow squash because it makes such luscious looking plants. Then my wife cooks it. Believe it or not, I am learning to like it too.

It's lots of fun to grow gourds. You get so many odd shapes and colors. You can take a nail and write your name on a gourd when it is half grown. As the scar heals your name will be grown on. You can draw pictures, put names of friends on gourds, too. Have fun with them.

**GOURD SEEDS 25c PER PKG. WITH BULB ORDER**  
Add 10c if ordering seeds alone

Plant 3 to 4 seeds to a hill. Make hills at least 4 feet apart.

We surely make good use of Squaw Corn and Gourds for Halloween and Thanksgiving decorations.



## SQUAW CORN

If you like to have something really good for fall decorations, grow some improved Squaw Corn. This is far ahead of any Squaw Corn I have ever heard of. The stalks grow to 13 feet tall. The ears are up to 16 inches long and have 16 to 20 rows of corn each. Some of the ears are completely black, while others are red, bronze, striped kernels, and many colors on one ear, etc. It's a lot of fun and interesting.

**SEEDS 25c PACKAGE—WITH BULB  
ORDER ONLY**

**ADD 10c FOR SEEDS ALONE**

Each seed will make three or more stalks. Plant one seed every 12 inches. Put the rows at least 5 feet apart.

**WHOLESALE—5 lbs. \$6.50; 10 lbs. or more,  
\$1.00 per lb.**

USE OUR

## Convenient ORDER BLANK

*on Page 6 of This Catalog*



# “FLOWER FRESH”

## Contains Life-giving Chlorophyll

Prolongs life of cut flowers and keeps receptacles sweet, clean and free from odors. Eliminates necessity of frequent changes of water. Nothing to dissolve—acts instantly. Economical to use.

Comes in a handy plastic container.

4 oz.—\$1.00, with bulb order only.  
Add 15c for Flower Fresh alone.

## Christmas Order

Your friends and relatives would be thrilled to get bulbs for Christmas. How about sending them **50 large bulbs—no 2 alike—for \$3.95?**

Send your card along and we will enclose it.

Eastern Christmas orders have to be shipped later because of freezing. We will be glad to send a card announcing your gift.

GIVE A LIVING GIFT  
THIS CHRISTMAS

→  
**VAGABOND PRINCE**  
(See page 19)



*Golden  
West  
Gladiolus*

W. I. MASON

P. O. Box 428

**UKIAH**  
CALIFORNIA



**ZUNI**

(See page 19)